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**2005-2006 Community Tourism Assessment Program Applications Available;  
Urban Areas Invited to Apply**

Helena, MT-June 21, 2005—Montana Commerce Department Director Anthony J. Preite invites Montana communities interested in assessing their tourism potential and identifying feasible projects that can strengthen the role of tourism in their area to apply for the 2005-06 session of the agency's Community Tourism Assessment Program (CTAP). The CTAP application deadline is 5 p.m. Monday, August 1, 2005.

Three communities will be selected for the 2005-06 program. Two CTAP participation slots will be reserved for rural communities, those less than 15,000 population, and one slot is reserved for an urban community. The final mix of urban and rural communities participating in the program will depend on the number of applications.

"Thirty-five Montana communities have used the CTAP process to develop tourism development strategies that include improvements and creation of local attractions and visitor facilities," said Director Preite. "It has been a useful tool for these communities so we are encouraging others who want to assess their tourism potential to apply."

CTAP is 10 month "self help" program offered Montana communities by MSU Extension, Montana Commerce Department and the University of Montana's Institute for Tourism and Recreation Research. Local community action committees use the process and its facilitation services to analyze local resident attitudes about and interest in tourism, their community's tourism potential, gaps in visitor services, and the identification of affordable projects or actions that could strengthen the role of tourism in the local economy.

2005-2006 CTAP applications are available by calling Travel Montana, 406-841-2795, or by downloading the forms and guidelines from Travel Montana's Intranet site: <http://travelmontana.state.mt.us/newsandupdates> Forms, Applications and Regulations page. For more information, contact Travel Montana's Victor Bjornberg, 406-841-2795, Email: [victor@visitmt.com](mailto:victor@visitmt.com).

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\*\*\*Editors: This press release is available for downloading from Travel Montana's Intranet website <[travelmontana.state.mt.us](http://travelmontana.state.mt.us)> under News & Updates, press release section\*\*\*